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DESIGNS FOR FLAT DECORATION
BY RENÉ BEAUCLAIR
(J. Hoffmann)

DESIGNS FOR MODERN FLAT DECORATION IN COLOURS*

BY RENÉ BEAUCLAIR.

THOROUGHLY modern, refined in design and colour, this work of an eminent French artist will create a sensation among all those interested in modern flat-decoration, and it will be much in demand on account of its practical character.

Based on profound studies of nature, the designs of Beauclair are of a peculiar stylistic charm, which is brought to its full effect by the delicacy of the harmonious colouring. As each of the 132 designs, with few exceptions, deals with a different flower—some of the patterns are purely linear compositions—the work presents ideas so numerous and varied, that all industries connected with modern applied art will find in it new and useful suggestions. It will be specially welcomed by the manufacturers and designers of the textile and wall-paper industries, all the more so as we know of no other publication in colours coming quite to its advanced standard. The designs can also easily be made use of for stencil work.

The perfection of these patterns, which so entirely represent the modern taste, will assure them a lasting place among the works characteristic of our times.

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* 32 plates in imperial folio, with 132 designs in colours (Julius Hoffmann, Stuttgart, 1900.)